

What is claimed is:

1. A marketing method for promoting to users on a network sales of product groups including a first product group that a first provider provides and a second product group that a second provider provides, the marketing method including:

5 a product-storage step of storing product information including first product information relating to the first products included in the first product group, and second product information relating to the second products included in the second product group;

a product-selection acceptance step of accepting selection of a product in which a user takes an interest;

10 an intention storage step if the user has selected any first product, of assigning a correspondence between and storing the first product information relating to said first product, and a first user identifier by which the first provider identifies the user;

a product reworking step, based on the first product information relating to said first product and the second product information, of reworking the first product  
15 information relating to said first product, into second product information relating to any second product having relevancy to said first product; and

a first provision step of providing the second product information on said second product, obtained in said product reworking step, to the user identified with the first user identifier.

20 2. The marketing method set forth in claim 1, further including a second provision step of providing to the second provider the second product information obtained in said product reworking step, and the first user identifier.

3. The marketing method set forth in claim 2, further including:

a first user-reworking step of reworking the first user identifier into a second user  
25 identifier by which the second provider identifies the user; wherein

said second provision step provides the second user identifier to the second provider instead of the first user identifier.

4. The marketing method set forth in claim 3, wherein said intention storing step, if the user has selected said second product based on the second product information provided in said first provision step, assigns a correspondence between and further stores second product information relating to said second product, and the second user identifier.

5. The marketing method set forth in claim 3, further including:

a purchase acceptance step of accepting from the user, based on the first user identifier, an instruction to purchase said second product, originating from the second product information provided in said first provision step; and

a settlement process step of carrying out a payment process for said second product, utilizing the second user identifier corresponding to the first user identifier.

6. The marketing method set forth in claim 5, wherein:

the product groups further include a third product group that a third provider provides;

said product-storage step further stores third product information relating to the third products included in the third product group; and

if in said purchase acceptance step an instruction to purchase said second product has been accepted, said product reworking step, based on the second product information relating to said second product and the third product information, reworks the second product information relating to said second product, into third product information relating to any third product having relevancy to said second product.

7. The marketing method set forth in claim 6, further including a third provision step of providing to the third provider the third product information obtained in said product reworking step, and the first user identifier.

8. The marketing method set forth in claim 6, further including a second user-reworking step of reworking the first user identifier into a third user identifier by which the third provider identifies the user; wherein

said third provision step provides the third user identifier to the third provider  
5 instead of the first user identifier.

9. The marketing method set forth in claim 2, further including an alteration step of accepting, according to a request from the second provider, a change in the second product information provided to the user in said first provision step.

10. The marketing method set forth in claim 1, further including:

10 a request-acceptance step of accepting a request for provision of the first product information stored, in an assigned correspondence with said first user identifier, in said intention-storage step;

an iterative execution step of iteratively executing said first provision step whenever there is a said request; and

15 a termination step of ending said iterative execution step.

11. The marketing method set forth in claim 2, further including a provider-selection acceptance step of accepting from the user selection of a provider in which the user takes an interest; wherein

in said product reworking step, first product information relating to said first  
20 product is reworked into second product information for second products that the selected provider handles among any second products having relevancy to said first product.

12. The marketing method set forth in claim 2, wherein:

said intention storage step further stores, in correlation with the first product information and the first user identifier, user information relating to the user; and

said second provision step further provides the user information to the second provider.

13. The marketing method set forth in claim 12, further including:

a disclosure-level setting step of setting a disclosure level at which the user  
5 information is provided to the second provider in said second provision step; and  
a user information reworking step of reworking according to the disclosure level  
the user information provided to the second provider.

14. A marketing method for promoting on a network sales of product groups  
including a first product group that a first provider provides and a second product group  
10 that a second provider provides, the marketing method including:

a product-storage step of storing product information including first product  
information relating to the first products included in the first product group, and second  
product information relating to the second products included in the second product group;

a product-selection acceptance step of accepting selection of a product in which a  
15 user takes an interest;

an intention storage step if the user has selected any first product, of assigning a  
correspondence between and storing the first product information relating to the selected  
first product, and a first user identifier identifying the user;

a first user-reworking step of reworking the first user identifier into a second user  
20 identifier by which the second provider identifies the user; and

a second provision step of providing to the second provider the first product  
information relating to said first product, and the second user identifier.

15. A marketing device for promoting on a network sales of product groups  
including a first product group that a first provider provides and a second product group  
25 that a second provider provides, the marketing device including:

product storage means for storing product information including first product information relating to the first products included in the first product group, and second product information relating to the second products included in the second product group;

product-selection acceptance means for accepting selection of a product in which  
5 a user takes an interest;

intention storage means for, if the user has selected any first product, assigning a correspondence between and storing the first product information relating to the selected first product, and a first user identifier identifying the user;

product reworking means, based on the first product information relating to said  
10 first product and the second product information, for reworking the first product information relating to said first product, into second product information relating to any second product having relevancy to said first product; and

first provision means for providing the second product information, obtained by said product reworking means, to the user identified with the first user identifier.

15 16. A computer product for making a computer function as a marketing device for promoting on a network sales of product groups including a first product group that a first provider provides and a second product group that a second provider provides, the computer product for making the computer function as:

product storage means for storing product information including first product  
20 information relating to the first products included in the first product group, and second product information relating to the second products included in the second product group;

product-selection acceptance means for accepting selection of a product in which a user takes an interest;

intention storage means for, if the user has selected any first product, assigning a correspondence between and storing the first product information relating to the selected first product, and a first user identifier identifying the user;

product reworking means, based on the first product information relating to said first product and the second product information, for reworking the first product information relating to said first product, into that second product information which relates to any second product having relevancy to said first product; and

first provision means for providing the second product information, obtained by said product reworking means, to the user identified with the first user identifier.

10 17. A computer-readable recording medium on which is recorded a marketing program for promoting to users on a network sales of product groups including a first product group that a first provider provides and a second product group that a second provider provides, the computer-readable recording medium on which is recorded a marketing program for executing:

15 a product-storage step of storing product information including first product information relating to the first products included in the first product group, and second product information relating to the second products included in the second product group;

a product-selection acceptance step of accepting selection of a product in which a user takes an interest;

20 an intention storage step if the user has selected any first product, of assigning a correspondence between and storing the first product information relating to said first product, and a first user identifier by which the first provider identifies the user;

a product reworking step, based on the first product information relating to said first product and the second product information, of reworking the first product

information relating to said first product, into second product information relating to any second product having relevancy to said first product; and

a first provision step of providing the second product information on said second product, obtained in said product reworking step, to the user identified with the first user  
5 identifier.

As recording media herein, flexible disks, hard disks, semiconductor memory, CD-ROMs, DVDs, magneto-optical disks (MOs) and others that a computer can read may be cited.

18. A user-operated computer comprising:

10 a network-connection means for communicatively connecting the computer to a network, wherein

the computer is connected to the marketing device set forth in claim 15 for promoting on a network sales of a product group including first products that a first provider provides and second products that a second provider provides;

15 a receiving means for receiving from the marketing device second product information relating to second products relevant to first products in which the user takes an interest; and

offering means for outputting, as information relating to suggested products, the second product information received from said receiving means.

20 The present invention is applicable to computers that the users aforementioned in the first invention operate.

19. For promoting on a network sales of a product group including first products that a first provider provides and second products that a second provider provides, an information acquisition device that the second provider uses, comprising:

a network-connection means for communicatively connecting the information acquisition device to a network, wherein

the information acquisition device is connected to a computer for executing the marketing method set forth in claim 2;

5 an acquisition means for acquiring from the computer a first-user identifier for designating a first user taking an interest in a said first product, and second product information relating to a said second product having relevancy to the said first product; and

output means for outputting the first-user identifier that said acquisition means has  
10 acquired, and the second product information.